

Message Text

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ACTION EB-07

INFO OCT-01 AF-08 ARA-10 EUR-12 IO-13 ISO-00 FEA-01
AGRE-00 CEA-01 CIAE-00 COME-00 DODE-00 FRB-01 H-02
INR-07 INT-05 L-03 LAB-04 NSAE-00 NSC-05 PA-02 AID-05
CIEP-02 SS-15 STR-04 ITC-01 TRSE-00 USIA-15 PRS-01
SP-02 OMB-01 /128 W

-----210247Z 117477 /73

R 201538Z JAN 77

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 0000

INFO AMEMBASSY ABIDJAN

AMEMBASSY BOGOTA

AMEMBASSY BRASILIA

US MISSION EC BRUSSELS 0089

US MISSION GENEVA 0339

AMEMBASSY GUATEMALA

AMEMBASSY LONDON

AMEMBASSY MEXICO

US MISSION OECD PARIS 0369

AMEMBASSY SAN JOSE

AMEMBASSY SAN SALVADOR

AMEMBASSY TANANARIVE

AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 0343

E.O. 11652: N/A

TAGS: EAGR, BR

SUBJ: BRAZILIAN PRINCIPAL COFFEE UQDDWBL #

ATTITUDES TOWARDS BRAZILIAN COFFEE POLICIES

1. COMMENTING ON A REPORTED PROPOSAL BY THE COSTA RICAN AND
DOMINICAN REPUBLIC AMBASSADORS TO CREATE AN ORGANIZATION OF
COFFEE PRODUCING NATIONS IN THE OPEC MODE IN ORDER TO
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BETTER DEFEND ECONOMIC INTERESTS WITHOUT THE INTERFERENCE
OF THE GREAT CONSUMMERS, IBC PRESIDENT CAMILLO CALAZANS
STATED THAT THE IDEA WOULD HAVE FEW PRACTICAL RESULTS
BECAUSE COFFEE IS PRODUCED BY 48 COUNTRIES AND THERE
DOES NOT EXIST CONTROL OF SALES. IN ADDITION, HE
ADDED, COFFEE IS NOT AN ESSENTIAL PRODUCT, LIKE PETROLEUM.
ACCORDING TO THIS JORNAL DO BRASIL REPORT (JANUARY 20),

CALAZANS ASSERTED THAT BRAZIL, AS A LARGE PRODUCER OF COFFEE, NEEDS TO LEAVE THE PASSIVE POSTURE WHICH MARKED ITS HISTORY, ACTING DECISIVELY IN SELLING AND EVEN BUYING COFFEE FOR ITS STOCKS.

2. REGARDING THE U.S. CONSUMER BOYCOTT, CALAZANS REPORT-EDLY CHARACTERIZED IT AS A MARKET MANEUVER. FOR THE INVESTOR, HE SAID, THE BEST COURSE HAS BEEN TO BUY FUTURES (PAPEIS), BUT, WITH DECLINING PRICES, INVESTORS AUTOMATICALLY WOULD STOP INVESTING. CALAZANS PREDICTED THAT BRAZILIAN COFFEE PRODUCTION WOULD RETURN TO NORMAL WITH TH 1979-80 HARVEST. HE WAS QUOTED "IN OUR GENERATION, THERE WILL NOT BE ANOTHER SIMILAR FROST, AT LEAST NOT OF THE SAME DIMENSIONS OF THIS LAST". (I.E. THE 1975.)

3. IN JANUARY 18 ECONOMIC COLUMN, JORNAL DO BRASIL REPORTED THAT "FUTURE TREASURY SECRETARY BLUMENTHAL HAS ALREADY LET IT BE KNOWN THAT THE US GOVERNMENT WILL NOT CONSIDER ANY RETALIATION IF IT IS PROVED THAT CURRENT INTERNATIONAL COFFEE PRICES RESULT FROM AN INEVITABLE CONTRACTION OF SUPPLY, PROVOKED ESPECIALLY BY THE FROSTS IN BRAZIL." THE REPORT CONTINUES THAT U.S. AUTHORITIES CONCERNED WITH THE MATTER APPEAR LESS IRRITATED WITH THE HIGH COFFEE PRICE THAN SOME CONGRESSMEN, NEW YORK TIMES WRITERS AND CONSUMER LEADERS. IF BRAZIL PROVES IT GOOD FAITH, INCLUDING DEMONSTRATING THAT ITS STOCKS ARE REALLY AS CLAIMED, "NOTHING WILL BE DONE".

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TAGS: EAGR, PORG, BR, CS, IBC
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Type: TE
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